

2. (Four Times Amended) A method of processing signals at a receiver station based on at least one information transmission, the method comprising the steps of:

- (a) receiving information content and a first control signal in said at least one information transmission, said information content describing at least one of a product and a service;
- (b) generating a benefit datum in response to said first control signal by processing subscriber specific data;
- (c) delivering said information content and said benefit datum at an output device at said receiver station, wherein said information content and said benefit datum explain a benefit of acquiring said product or service specific to said subscriber;
- (d) receiving a subscriber input after said step of delivering; and
- (e) controlling said receiver station based on said subscriber input.

3. (Twice Amended) The method of claim 2, further comprising the step of storing said subscriber specific data at a computer at said receiver station.

4. (Twice Amended) The method of claim 2 wherein said subscriber input modifies said subscriber specific data.

5. (Three Times Amended) A method of communicating recommendations to a subscriber, said method comprising the steps of:

- (1) storing subscriber specific data of said subscriber at a subscriber station;
- (2) receiving at said subscriber station at least one first instruct signal which is effective to cause said subscriber station to present a first subscriber specific recommendation to said subscriber based on said stored subscriber specific data;
- (3) receiving subscriber input at said subscriber station responsive to said first subscriber specific recommendation; and

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(4) transmitting information to a remote station based on said subscriber input.

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9. (Three Times Amended) The method of claim 5, said method further comprising receiving at said subscriber station at least one second instruct signal which is effective to cause said subscriber station to present a second subscriber specific recommendation based on said subscriber input and said stored subscriber specific data.

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10. (Twice Amended) The method of claim 2, wherein said information content comprises a commercial.

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11. (Three Times Amended) The method of claim 10, wherein said commercial is stored at said receiver station prior to said step of delivering.

12. (Three Times Amended) The method of claim 10, wherein said commercial is selected from a plurality of commercials based on said subscriber specific data.

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13. (Twice Amended) The method of claim 11, wherein said step of delivering comprises delivering said commercial from storage at said receiver station.

14. (Twice Amended) The method of claim 13 wherein said step of delivering is performed based on a schedule.

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16. (Three Times Amended) The method of claim 14, wherein said schedule is stored at said receiver station.

18. (Three Times Amended) A method of processing signals at a receiver station based on one of at least one broadcast transmission and at least one cablecast transmission, the method comprising the steps of:

- (a) receiving at said receiver station a first control signal and at least one of video and audio in said at least one transmission;
- (b) generating information by processing data at said receiver station in response to said first control signal;
- (c) delivering said at least one of video and audio at an output device at said receiver station;
- (d) receiving a subscriber response to said delivered at least one of video and audio;
- (e) completing a second control signal based on said received subscriber response and said generated information; and
- (f) controlling said receiver station in accordance with said second control signal.

19. (Twice Amended) The method of claim 5, wherein said instruct signal is received from a first transmitter, and said subscriber specific recommendation is further based on information specific to said first transmitter.

20. (Twice Amended) The method of claim 19, wherein said first transmitter receives at least a portion of said instruct signal from a second transmitter, and said subscriber specific recommendation is further based on information specific to said second transmitter.

21. (Amended) A method of delivering a receiver specific output at a video receiver station to explain a benefit of an offer made to a specific user through said video receiver station including: